

## JOB DESCRIPTION

### CAMPAIGN LIAISON Account Management—Battle Creek (Temp position from 8/29 to 11/11)

United Way of the Battle Creek and Kalamazoo Region's Campaign Liaison Program provides professionals and students the opportunity to serve a pivotal role in working with companies and organizations to coordinate workplace giving campaigns. Campaign Liaisons are appointed by their employer or hired by United Way for a temporary period to assist United Way staff in connecting more people with United Way and achieving annual Community Campaign fundraising goals. All Campaign Liaisons will gain a working knowledge of the United Way of the Battle Creek and Kalamazoo Region, why it is critical to the region and how it advances the common good.

#### **Responsibilities**

Primary responsibilities will be to build relationships and manage or support workplace giving campaigns within businesses and organizations throughout Greater Battle Creek. Specific work assignments will be made based on each individual's skills, experience and professional development objectives. Responsibilities include:

#### **Fundraising/Account Representative**

- Develop a positive working relationship with each assigned Employee Campaign Manager and assist each with planning, organizing and conducting effective campaigns at his/her workplace. This assistance includes promoting best practices, strategy development, providing necessary campaign materials, presenting to employee groups and coordinating speakers.
- Educate employees around why United Way is a catalyst for change and critical to a strong regional community with a vision of all residents enjoying a good quality of life. Campaign Liaisons become key LIVE UNITED champions and deliver the GIVE. ADVOCATE or VOLUNTEER call-to-action broadly in the workplace.
- Provide compelling presentations at large and small group meetings to encourage participation in employee campaigns
- Assist UWBCR staff with major account management, including stuffing envelopes and preparing materials
- Research prospects; develop and nurture new campaign accounts
- Send appropriate thank you letters and follow-up notes

#### **Benefits**

As a member of the Campaign Liaison Program, participants receive a number of benefits and rewards:

- Training in relationship based fundraising/sales skills, including public speaking, project planning, marketing and account management
- Direct exposure to a locally based, globally affiliated nonprofit and the opportunity to experience best nonprofit business practices
- Hands-on experience in managing a process from beginning to end
- Practical experience working as part of a team, developing engagement opportunities and conducting fundraising campaigns for corporate partners and their employees
- Presentation and speaking experience
- The opportunity to network with the United Way corporate and program partners and learn about how a coordinated focus delivers maximum community impact and makes a sustainable difference
- The satisfaction of being an integral part of an effort that directly improves the lives of thousands of local residents.

#### **Qualifications**

- Strong interpersonal skills and ability to work effectively with diverse groups of people
- Ability to work both independently and as part of an effective team
- Good organizational and communication skills
- High level of energy and enthusiasm
- Need to be able to drive to various businesses in the area (mileage reimbursed)
- Available 20--30 hours per week (flexible schedule) from August 29th until mid-November.

Campaign Liaisons will report administratively to the Campaign Liaison Program Manager Alisha Siebers. In addition, some Campaign Liaisons will report functionally to UWBCR staff members for selected work assignments.

This position pays \$15/hour.

Interested applicants should email a resume and cover letter to Alisha Siebers at [asiebers@uwbckr.org](mailto:asiebers@uwbckr.org) by **July 15th**. We will be interviewing in the summer in preparation for the August 29th start date.